

|                                 |  |                               |                             |
|---------------------------------|--|-------------------------------|-----------------------------|
| <i>SERFF Tracking Number:</i>   | <i>AEGJ-126138412</i>                      | <i>State:</i>                 | <i>Arkansas</i>             |
| <i>Filing Company:</i>          | <i>Transamerica Life Insurance Company</i> | <i>State Tracking Number:</i> | <i>42336</i>                |
| <i>Company Tracking Number:</i> | <i>LTC AEG RC 0409</i>                     |                               |                             |
| <i>TOI:</i>                     | <i>LTC03I Individual Long Term Care</i>    | <i>Sub-TOI:</i>               | <i>LTC03I.001 Qualified</i> |
| <i>Product Name:</i>            | <i>LTC AEG RC 0409</i>                     |                               |                             |
| <i>Project Name/Number:</i>     | <i>LTC AEG RC 0409/LTC AEG RC 0409</i>     |                               |                             |

## Filing at a Glance

Company: Transamerica Life Insurance Company

Product Name: LTC AEG RC 0409

TOI: LTC03I Individual Long Term Care

Sub-TOI: LTC03I.001 Qualified

Filing Type: Advertisement

SERFF Tr Num: AEGJ-126138412 State: ArkansasLH

SERFF Status: Closed

Co Tr Num: LTC AEG RC 0409

Co Status:

Authors: Pamm Davis, Joan

Shumaker

Date Submitted: 05/08/2009

State Tr Num: 42336

State Status: Closed

Reviewer(s): Marie Bennett

Disposition Date: 05/13/2009

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: LTC AEG RC 0409

Project Number: LTC AEG RC 0409

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 05/13/2009

Deemer Date:

Filing Description:

Please see cover letter in "Supporting Documentation" tab.

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments: Advertising filing not required in domicile state (Iowa)

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 05/13/2009

Corresponding Filing Tracking Number: LTC AEG RC 0409

## Company and Contact

### Filing Contact Information

SERFF Tracking Number: AEGJ-126138412 State: Arkansas  
Filing Company: Transamerica Life Insurance Company State Tracking Number: 42336  
Company Tracking Number: LTC AEG RC 0409  
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified  
Product Name: LTC AEG RC 0409  
Project Name/Number: LTC AEG RC 0409/LTC AEG RC 0409

Pamm Davis, Advertising Analyst Trainee pamdavis@aegonusa.com  
P.O. Box 93007 (800) 553-7600 [Phone]  
Bedford, TX 76053-3007 (817) 285-3394[FAX]

**Filing Company Information**

|                                     |                         |                         |
|-------------------------------------|-------------------------|-------------------------|
| Transamerica Life Insurance Company | CoCode: 86231           | State of Domicile: Iowa |
| P O Box 93005                       | Group Code: 468         | Company Type:           |
| Hurst, TX 76053-3005                | Group Name:             | State ID Number:        |
| (800) 553-7600 ext. [Phone]         | FEIN Number: 39-0989781 |                         |
|                                     | -----                   |                         |

|                          |                                     |                        |                      |
|--------------------------|-------------------------------------|------------------------|----------------------|
| SERFF Tracking Number:   | AEGJ-126138412                      | State:                 | Arkansas             |
| Filing Company:          | Transamerica Life Insurance Company | State Tracking Number: | 42336                |
| Company Tracking Number: | LTC AEG RC 0409                     |                        |                      |
| TOI:                     | LTC03I Individual Long Term Care    | Sub-TOI:               | LTC03I.001 Qualified |
| Product Name:            | LTC AEG RC 0409                     |                        |                      |
| Project Name/Number:     | LTC AEG RC 0409/LTC AEG RC 0409     |                        |                      |

## Filing Fees

|                  |    |
|------------------|----|
| Fee Required?    | No |
| Retaliatory?     | No |
| Fee Explanation: |    |
| Per Company:     | No |

| COMPANY                             | AMOUNT | DATE PROCESSED | TRANSACTION # |
|-------------------------------------|--------|----------------|---------------|
| Transamerica Life Insurance Company | \$0.00 | 05/08/2009     |               |

|                                 |  |                               |                             |
|---------------------------------|--|-------------------------------|-----------------------------|
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| <i>Filing Company:</i>          | <i>Transamerica Life Insurance Company</i> | <i>State Tracking Number:</i> | <i>42336</i>                |
| <i>Company Tracking Number:</i> | <i>LTC AEG RC 0409</i>                     |                               |                             |
| <i>TOI:</i>                     | <i>LTC03I Individual Long Term Care</i>    | <i>Sub-TOI:</i>               | <i>LTC03I.001 Qualified</i> |
| <i>Product Name:</i>            | <i>LTC AEG RC 0409</i>                     |                               |                             |
| <i>Project Name/Number:</i>     | <i>LTC AEG RC 0409/LTC AEG RC 0409</i>     |                               |                             |

## Correspondence Summary

### Dispositions

| <b>Status</b> | <b>Created By</b> | <b>Created On</b> | <b>Date Submitted</b> |
|---------------|-------------------|-------------------|-----------------------|
| Filed-Closed  | Marie Bennett     | 05/13/2009        | 05/13/2009            |

|                                 |  |                               |                             |
|---------------------------------|--|-------------------------------|-----------------------------|
| <i>SERFF Tracking Number:</i>   | <i>AEGJ-126138412</i>                      | <i>State:</i>                 | <i>Arkansas</i>             |
| <i>Filing Company:</i>          | <i>Transamerica Life Insurance Company</i> | <i>State Tracking Number:</i> | <i>42336</i>                |
| <i>Company Tracking Number:</i> | <i>LTC AEG RC 0409</i>                     |                               |                             |
| <i>TOI:</i>                     | <i>LTC03I Individual Long Term Care</i>    | <i>Sub-TOI:</i>               | <i>LTC03I.001 Qualified</i> |
| <i>Product Name:</i>            | <i>LTC AEG RC 0409</i>                     |                               |                             |
| <i>Project Name/Number:</i>     | <i>LTC AEG RC 0409/LTC AEG RC 0409</i>     |                               |                             |

## **Disposition**

Disposition Date: 05/13/2009

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

|                          |                                     |                        |                      |
|--------------------------|-------------------------------------|------------------------|----------------------|
| SERFF Tracking Number:   | AEGJ-126138412                      | State:                 | Arkansas             |
| Filing Company:          | Transamerica Life Insurance Company | State Tracking Number: | 42336                |
| Company Tracking Number: | LTC AEG RC 0409                     |                        |                      |
| TOI:                     | LTC03I Individual Long Term Care    | Sub-TOI:               | LTC03I.001 Qualified |
| Product Name:            | LTC AEG RC 0409                     |                        |                      |
| Project Name/Number:     | LTC AEG RC 0409/LTC AEG RC 0409     |                        |                      |

| Item Type           | Item Name                         | Item Status | Public Access |
|---------------------|-----------------------------------|-------------|---------------|
| Supporting Document | Cover Letter                      |             | Yes           |
| Form                | Invitation to Inquire Return Card |             | Yes           |

|                          |                                     |                        |                      |
|--------------------------|-------------------------------------|------------------------|----------------------|
| SERFF Tracking Number:   | AEGJ-126138412                      | State:                 | Arkansas             |
| Filing Company:          | Transamerica Life Insurance Company | State Tracking Number: | 42336                |
| Company Tracking Number: | LTC AEG RC 0409                     |                        |                      |
| TOI:                     | LTC03I Individual Long Term Care    | Sub-TOI:               | LTC03I.001 Qualified |
| Product Name:            | LTC AEG RC 0409                     |                        |                      |
| Project Name/Number:     | LTC AEG RC 0409/LTC AEG RC 0409     |                        |                      |

## Form Schedule

**Lead Form Number:** LTC AEG RC 0409

| Review Status | Form Number     | Form Type   | Form Name                         | Action  | Action Specific Data | Readability | Attachment          |
|---------------|-----------------|-------------|-----------------------------------|---------|----------------------|-------------|---------------------|
|               | LTC AEG RC 0409 | Advertising | Invitation to Inquire Return Card | Initial |                      |             | LTC AEG RC 0409.pdf |

individual long term care **insurance**

## Voluntary Insurance Products Enrollment 2009

**\*\*PLEASE CHECK ALL BOXES THAT APPLY\*\***

- ☐ I would like more information about TransCare Options® Long Term Care Insurance
- ☐ I would like to have a SecurePath by Transamerica financial advisor contact me about retirement planning.
- ☐ No, I am not interested in learning more about these voluntary insurance products. I have been informed about the voluntary insurance products and services and elect not to participate.

NAME

DEPARTMENT

CELL PHONE

WORK PHONE

BEST TIME TO BE CONTACTED

LTC AEG RC 0409

Exclusions and Limitations Apply.





|                                 |  |                               |                             |
|---------------------------------|--|-------------------------------|-----------------------------|
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| <i>Filing Company:</i>          | <i>Transamerica Life Insurance Company</i> | <i>State Tracking Number:</i> | <i>42336</i>                |
| <i>Company Tracking Number:</i> | <i>LTC AEG RC 0409</i>                     |                               |                             |
| <i>TOI:</i>                     | <i>LTC03I Individual Long Term Care</i>    | <i>Sub-TOI:</i>               | <i>LTC03I.001 Qualified</i> |
| <i>Product Name:</i>            | <i>LTC AEG RC 0409</i>                     |                               |                             |
| <i>Project Name/Number:</i>     | <i>LTC AEG RC 0409/LTC AEG RC 0409</i>     |                               |                             |

## **Rate Information**

Rate data does NOT apply to filing.

|                                 |  |                               |                             |
|---------------------------------|--|-------------------------------|-----------------------------|
| <i>SERFF Tracking Number:</i>   | <i>AEGJ-126138412</i>                      | <i>State:</i>                 | <i>Arkansas</i>             |
| <i>Filing Company:</i>          | <i>Transamerica Life Insurance Company</i> | <i>State Tracking Number:</i> | <i>42336</i>                |
| <i>Company Tracking Number:</i> | <i>LTC AEG RC 0409</i>                     |                               |                             |
| <i>TOI:</i>                     | <i>LTC03I Individual Long Term Care</i>    | <i>Sub-TOI:</i>               | <i>LTC03I.001 Qualified</i> |
| <i>Product Name:</i>            | <i>LTC AEG RC 0409</i>                     |                               |                             |
| <i>Project Name/Number:</i>     | <i>LTC AEG RC 0409/LTC AEG RC 0409</i>     |                               |                             |

## Supporting Document Schedules

|                               |                       |            |
|-------------------------------|-----------------------|------------|
|                               | <b>Review Status:</b> |            |
| <b>Satisfied -Name:</b>       | Cover Letter          | 05/08/2009 |
| <b>Comments:</b>              |                       |            |
| <b>Attachment:</b>            |                       |            |
| AR AEG RC 0409 filing ltr.pdf |                       |            |



Home Office: Cedar Rapids, Iowa  
Long Term Care Division  
P O Box 95302  
Hurst, Texas 76053-5302  
817-285-3530  
[pamdavis@aegonusa.com](mailto:pamdavis@aegonusa.com)

May 8, 2009

Commissioner Julie Benafield Bowman  
1200 West Third Street  
Little Rock, AR 72201

|                              |   |
|------------------------------|---|
| <b>RE:</b>                   | Long Term Care Advertising                                |
| <b>NAIC #:</b>               | 86231   |
| <b>FEIN #:</b>               | 39-0989781  |
| <b>Form # / Description:</b> | LTC AEG RC 0409 Invitation to Inquire General Return Card |

Dear Commissioner Bowman:

Enclosed is the referenced form submitted for your review and approval. This form is not intended to replace any advertising previously approved forms.

This form will be used to solicit policy form TLC 1-FP (AR) 206 et al., which was approved by your department on May 30, 2006.

This form will be used for Employer or Association groups to which the offer is being made. It will also be used for other financial services products other than our Long Term Care product.

We trust that this form will meet with your approval. If you have any questions, please contact me at 800-553-7600, x3530, or [pamdavis@aegonusa.com](mailto:pamdavis@aegonusa.com).

Sincerely,

A handwritten signature in black ink that reads "Pamm Davis". The signature is written in a cursive, flowing style.

Pamm Davis  
Advertising Analyst Trainee  
Long Term Care Division